

**INDIANA ARTS COMMISSION
ADVOCACY & AWARENESS COMMITTEE**

February 24, 2011, 10:00 a.m.
IAC Office, 100 N. Senate Avenue, Room N505
Indianapolis, Indiana 46204

Jon Ford, Chair

Minutes

Members present: Jon Ford, Tetia Lee

Members via teleconference: Pam Hicks, Jeff Kirk, Gil Cárdenas, John DePrez, Donna Catalano, Jeanne Mirro (ex officio)

Members absent: Kelly Schreckengast, Linda Levell

IAC staff present: Lewis Ricci, Michelle Anderson, Rex Van Zant, Laura Frank, Dennis Hardin

Note: Due to lack of quorum, no actions were taken during this meeting. Action items are deferred to a brief meeting of the A & A Committee prior to the Quarterly Business Meeting on March 11, 2011.

1. **Welcome and Introductions.** IAC Commissioner Jon Ford opened the meeting at 10:05 a.m. and asked everyone to introduce themselves.

2. **Consent Agenda.** No action was taken

3. **IAC Advocacy Update.** IAC Executive Director reported that he does not expect any changes to the FY 2012 budget which the Governor submitted to the legislature. The submitted budget reflects a 15% reduction from the previous legislative appropriation. IAC Chair Jeanne Mirro, through her contact in the House of Representatives, is confident there will be no changes made in the House. Mr. Ford continues his effort to meet with Senator Luke Kenley, chair of the Appropriations Committee. Mr. Ricci commented on the financial difficulties that other Midwestern state arts commissions are facing. Tetia Lee, president of the Indiana Coalition for the Arts, reported that advocacy efforts are continuing unabated. Mr. Ricci reported that the budget of the National Endowment for the Arts is in flux due to major cuts in the federal budget, and that IAC must expect a reduction if funding for FY 2012, although the amount of the reduction is not yet known. He presented a handout from the National Assembly of State Arts Agencies (attached) which further explains the national budget scenario. National Arts Advocacy Day will be in Washington, DC on April 4 – 5, and Mr. Ricci will be attending on behalf of the State of Indiana.

4. **State Arts Advocates Update.** Tetia Lee reported on Arts Day at the Statehouse which was held on February 21. Advocacy packets were delivered to all legislators, and the event was very successful, with lots of positive feedback. Commissioner Mirro offered the thanks of IAC to Ms. Lee for INCA's efforts in organizing and presenting the event.

5. **Governor's Arts Awards.** Mr. Ricci reported that nominations have been accepted for the 2011 awards. The event will be held on the campus of IU South Bend. Three possible dates have been sent to the Governor's office, but the official date has not been finalized.

6. **New Business.** IAC Marketing and Communications Director Rex Van Zant reported that an annual communications and marketing plan will be submitted by IAC to the Office of Management and Budget for approval. Proposed IAC marketing efforts include a new rack card to be distributed to branch locations of the Bureau of Motor Vehicles, touting the Arts Trust license plate, and thank-you cards which will be mailed to purchasers of the license plate. The Arts Trust plate will be featured, along with other specialty plates, on a rotating basis, on the BMV website and in branch locations state-wide. Mr. Van Zant's written report is attached.

7. **Old Business.** IAC Communications Manager Laura Frank presented a report (attached) explaining ongoing e-communications. The IAC website is currently experiencing an average of 123 visits per day. She also reported on IAC's Facebook presence and two electronic newsletters. Mr. Ricci reminded the committee that two current Commissioners' terms will expire in June of 2011, creating a total of three vacancies.

8. **Adjourn.** Mr. Ford thanked everyone for their participation and closed the meeting at 10:45 a.m.